

## Message Text

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PAGE 01 MILAN 00780 221426Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
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R 221105Z MAY 78  
FM AMCONIAL MILAN  
TO SECSTATE WASHDC 6004  
INFO USDOC WASHDC  
AMEMBASSY ROME

UNCLAS MILAN 0780

.O. 11652: N/A  
TAGS: BEXP, IT  
SUBJ: MAY SHOW NINAL RPORT EDP USA '78

1. EDP USA 1978
2. U.S. TRADE CNTR MILAN, MAY 9-13, 1978
3. EIGHTY PARTICIPANTS FOR 136 XHIBITORS
4. SALES DURING SHOW: DOLLARS 1,405, 390
5. SALS PROJECTD NEXT 12 MONTHS:
  - A. NTM - DOLLARS 14,785,000
  - B. OTM - DOLLARS 27,830,000
  - C. TOTAL - DOLLARS 52,615,000
6. FIFTEEN EXHIBITORS SOUGHT EXREPS
7. SIX EXRPS APPOINTED DURING SHOW
8. AN ADDITIONAL THIRTY XRPS EXPECTED NEXT 12 MONTHS

9. N/A  
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10. TOTAL REGISTERED VISITORS: 5000
11. A) INTERFACE MECHANISMS INC., LYNNWOOD, WASHINGTON. NTM.  
EXHIBITED BAR CO PRINTERS AND PORTABLE DATA ACQUISITION  
PRIPHERALS. MR. R.W. HAMMON AN AMERICAN CONSULTANT  
REPEING THE STAND SAID, "EXCLLENT SHOW - HIGH PROFESSIONAL

INTREST. FIRST TIME IN EUROPE ORDERS WERE WRITTEN DURING AN XHIBITION. ITALIAN MARKET IS READY TO TAKE-OFF". COMPANY TOOK ORDERS FOR DOLLARS 500,000 PER YEAR, ADDITIONALLY APPOINTED A REP FOR ITS LIN. CLEARED

B) INFORMER INC., LOS ANGELES, CAL. NTM. EXHIBITED ITS LINE OF COMPUTER TERMINALS. MR. W.R. LITTL V.P. MKTNG. SAID, "I FEEL DEPARTMENT OF COMMERCE PROVIDES VALUABLE SERVICE AND DOES AN EXCELLENT JOB. AM MOST SATISFIED WITH EVNT AND SERVICE". INFORMER SIGNEDAN EXREP FROM 15 LEADS, AND ESTIMATD DOLLARS 50,000 SALES FOR FIRST YEAR. CLEARED.

C) DIGI-LOG SYSTEMS INC., HORSHAM, PA. NTM. EXHIBITED VARIOUS LINES OF PERIPHERAL EQUIPMENT. COMPANY APPOINTED A SALES REP - TOOK IMMEDIATE ORDER FOR DOLLARS 7000 AND ESTIMATED DOLLARS 200,000 ADDITIONAL SALES DURING FIRST YEAR. CLEARED.

D) GENERAL AUTOMATION INC., ANAHEIM, CAL. OTM. EXHIBITED ITS COMPLETE LINE OF SMALL COMPUTERS. MR. MARIO ORTENSINI CTINTRY MANAGER G.A. ITALIA REPORTED IMMEDIATE SALES OF DOLLARS 150,000 WITH AN ADDITIONAL DOLLARS 2,000,000 WORTH OF SALES DURING THE YEAR. MR. ORTENSINI SAID THAT THIS SHOW WAS THE BEST HE HAD YET ATTENDED AND WAS AN EXCELLENT MEANS FOR HIS COMPANY TO MEET NEW CLIENTS AND RENEW ACQUAINTANCES WITH PRESENT CLIENTS. CLARED.

12. THE MTC'S 7TH ANNUAL EDP EXHIBITION ONCE AGAIN SET NEW UNCLASSIFIED

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RECORDS. THE LARGEST SHOW EVER HELD - 30,000 PLUS SQUARE FEET OF EXHIBIT AREA; LARGEST NUMBER OF EXHIBITORS/PARTICIPANTS (136/80), LARGEST SINGLE DAY OF REGISTERED VISITORS - (1330), LARGEST NUMBER OF ACTUAL REGISTERED VISITORS (5000), MTC'S EDP SHOW IS ESTABLISHED AS THE MOST IMPORTANT COMPUTER SHOW IN SOUTHERN EUROPE.

THIS YEAR'S EXHIBITION WAS OFFICIALLY OPENED BY AMBASSADOR RICHARD N. GARDNER WHO ADDRESSED VIP GUESTS ON THE FUTURE OF COMPUTERS AND THE MANIFOLD CLOSE TIES BETWEEN THE U.S. AND ITALY. A SPECIAL ROUND TABLE DISCUSSION ON THE CURRICULUM OF COMPUTER STUDIES WAS A FEATURE FIRST DAY CONFERENCE AND WAS TIED DIRECTLY TO A SPECIAL STAND ORGANIZED BY THE CENTER FOR GRADUATING STUDENTS IN THE COMPUTER FIELD.

CONFERENCES ORGANIZED BY EXHIBITING COMPANIES WERE HELD EVERY DAY OF THE SHOW AND HELPED TO DRAW RECORD CROWDS TO THE EXHIBITION. WE WERE VERY PLEASED WITH THIS YEAR'S EDP USA WHICH STRETCHED OUR RESOURCES TO THE MAXIMUM. EVERY PANEL, TABLE, AND MERO SYSTEM COMPONENT WAS IN USE, PLUS AS AN ASSISTANCE FROM THE STOCKHOLM TRADE CENTER, WHO LENT US THEIR MERO COMPONENTS. FINALLY

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014